

Nutrition and Food Science Workshop: 6/12-13, 2006

Session: Why Science Isn't Enough?

Objectives of Session

The Participants will Learn:

- ❖ scientific principles of labeling guidelines for food and/or dietary supplements
- ❖ consumer research related to the impact of food labeling
- ❖ factors that impact how consumers make food choices
- ❖ strategies for communicating effective nutrition messages

Session Outline

- I. The American Dietetic Association's labeling guidelines
- II. FDA's labeling rules and health claims
- III. The impact of national public policy on nutrition messages
- IV. Creating effective nutrition messages for consumers

Resources/References

www.eatright.org

www.fda.gov

www.ific.org